

Abstract

1       A digital photography messaging and advertisement system wherein a message  
2 center maintains records of camera purchasers, and each corresponding camera  
3 identification (ID). The message center prepares and collects messages, putting them in  
4 categories including personal messages for a particular camera/user, messages for all  
5 users of a particular interest group, and generic messages which can be advertisements  
6 for all users with cameras configured according to the system. Each camera is equipped  
7 with a transceiver for receiving and sending data, and a display for observing the  
8 messages or listening to them. Each camera subscribes to its own personal messages. In  
9 addition, a camera user may subscribe to a single or multiple interest groups. When a  
10 user turns on the camera, the transceiver transmits a signal conveying the camera  
11 identification to the message center. In response, the center packages the messages that  
12 are identified for the particular camera/user and transmits them along with a code that  
13 assures reception only by the specific camera. Alternatively, the messaging and  
14 advertisement center continuously transmits generic and user interest group messages.  
15 The camera receives the messages, and places them on a display. Interactive messages  
16 remain on the display until the user responds through activation of a key or key sequence  
17 on a camera keypad. Alternatively, a key or key sequence is provided whereby a user can  
18 select to not receive messages, the activation of the key/sequence directing the camera  
19 processor to not initiate the signal transmission to the message center upon camera  
20 activation.